WHAT IS CLAIMED IS:

1.   A method for transmitting media information over a network comprising the
steps of:
        generating a handle at a first location where the handle identifies a media
object;
        transmitting the handle from the first location to a second location through the
network; and
        rendering the identified media object at the second location in accordance with
the handle.

2.   The method as in claim 1 wherein the generating step comprises the steps of:
        obtaining an identifier for the media object;
        obtaining an identifier for each participant of a value-chain for the media
object; and
        combining the identifiers to form the handle.

3.   The method as in claim 1 wherein the transmitting step operates to transmit at
least one of: e-mail, chat, instant messaging, cell phone protocols, TV/video links, and
dynamic chat

4.   The method as in claim 1 further comprising the steps of:
        transmitting the handle from the second location to a server;
        at the second location, receiving from the server the media object identified by
the handle;
        optionally, displaying the media object at the second location when the media
object contains a visual portion; and
        optionally, producing audio corresponding to the media object at the second
location when the media object contains an audio portion.

1   5.   The method as in claim 1 wherein the media object identified by the handle is

2   available locally at the second location, further comprising the steps of:

3   optionally, displaying the media object at the second location when the media

4   object contains a visual portion; and

5   optionally, producing audio corresponding to the media object at the second

6   location when the media object contains an audio portion.

1   6.   The method as in claim 1, wherein the handle includes at least one of the

2   following identifiers:

3   an object-id specifying a location of the media object;

4   a sku-id identifying a product number for the media object;

5   a distributor-id identifying a distributor associated with the media object;

6   a retailer-id identifying a retailer associated with the media object;

7   a channel-id identifying a channel associated with the media object;

8   a renderer-id identifying a software associated with the media object;

9   a carrier-id identifying a carrier associated with the media object;

10   a disk-id identifying a disk containing the media object;

11   a user-id identifying a user associated with the media object;

12   an absolute-time-id specifying the absolute time when the handle is

13   transmitted;

14   a temporal-location-id specifying the amount of the media object rendered

15   when the handle is transmitted; and

16   a temporal-state-id specifying the state of the media object when the handle is

17   transmitted.

1   7.   The method as in claim 6 wherein the handle additionally includes a set of

2   terms that govern the rendition of the media object.

1   8.   The method as in claim 6 wherein the handle additionally includes a reference

2   to a set of terms that governs the rendition of the media object.

1   9.   A method for transmitting media information among a plurality of locations

2   over a network comprising the steps of:

3   rendering a media object at a first location;

4   generating a handle at the first location where the handle identifies the media

5   object and identifies at least one value-chain participant;

6   transmitting the handle to at least one second location over the network; and

7   rendering the media object at the second location using the handle.

1   10.   The method as in claim 9 wherein the step of rendering the media object at the

2   second location comprises the steps of:

3   obtaining permission to render the media object at the second location from

4   the at least one value-chain participant;

5   rendering the media object at the second location in accordance with such   .

6   permission.

1   11.   The method as in claim 9 wherein the step of rendering the media object at the

2   second location comprises the steps of:

3   transmitting the handle from the second location to a server;

4   at the second location, receiving from the server the media object identified by

5   the handle;

6   optionally, displaying the media object at the second location when the media

7   object contains a visual portion; and

8   optionally, producing audio corresponding to the media object at the second

9   location when the media object contains an audio portion.

1   12.   The method as in claim 9, wherein the handle includes at least one of the

2   following identifiers:

3   an object-id specifying a location of the media object;

4   a sku-id identifying a product number for the media object;

5   a distributor-id identifying a distributor associated with the media object;

6   a retailer-id identifying a retailer associated with the media object;

7   a channel-id identifying a channel associated with the media object;

8   a renderer-id identifying a software associated with the media object;

9   a carrier-id identifying a carrier associated with the media object;

10   a disk-id identifying a disk containing the media object;

11   a user-id identifying a user associated with the media object;

12   an absolute-time-id specifying the absolute time when the handle is

13   transmitted;

14   a temporal-location-id specifying the amount of the media object rendered

15   when the handle is transmitted; and

16   a temporal-state-id specifying the state of the media object when the handle is

17   transmitted.

1   13.   A method for transmitting media information among a plurality of locations

2   over a network comprising the steps of:

3   rendering a media object at a first location;

4   generating a handle at the first location where the handle identifies the media

5   object;

6   transmitting the handle to at least one second location over the network; and

7   rendering the media object at the second location such that the rendition of the

8   media object at the second location is synchronized with the rendition of the media

9   object at the first location.

1 14.   The method as in claim 13 wherein the step of rendering the media object at

2 the second location comprises the steps of:

3   transmitting the handle from the second location to a server;

4   at the second location, receiving from the server the media object identified by

5 the handle;

6   optionally, displaying the media object at the second location when the media

7 object contains a visual portion; and

8   optionally, producing audio corresponding to the media object at the second

9 location when the media object contains an audio portion.

1 15.   The method as in claim 13, wherein the handle includes at least one of the

2 following identifiers:

3   an object-id specifying a location of the media object;

4   a sku-id identifying a product number for the media object;

5   a distributor-id identifying a distributor associated with the media object;

6   a retailer-id identifying a retailer associated with the media object;

7   a channel-id identifying a channel associated with the media object;

8   a renderer-id identifying a software associated with the media object;

9   a carrier-id identifying a carrier associated with the media object;

10   a disk-id identifying a disk containing the media object;

11   a user-id identifying a user associated with the media object;

12   an absolute-time-id specifying the absolute time when the handle is

13 transmitted;

14   a temporal-location-id specifying the amount of the media object rendered

15 when the handle is transmitted; and

16   a temporal-state-id specifying the state of the media object when the handle is

17 transmitted.

1   16.   The method as in claim 12 further comprising the steps of:

2   computing a transport time as the difference between a current absolute time

3 and an absolute time when the handle was transmitted; and

4   at the second location, rendering the media object at a position within the

5 media object corresponding to a temporal location incremented by the transport time.

1   17.   A method for transmitting media information over a network comprising the

2 steps of:

3   generating a handle at a first location where the handle includes an identifier

4 for a media object and a reference to a technical-support source;

5   transmitting the handle from the first location to a second location through the

6 network;

7   optionally, displaying the media object at the second location when the media

8 object contains a visual portion;

9   optionally, producing audio corresponding to the media object at the second

10 location when the media object contains an audio portion; and

11   establishing access to the technical-support-source according to the reference

12 in the handle.

1   18.   The method as in claim 17, further comprising the step of:

2   updating the technical-support-information previously downloaded from the

3 technical-support-source.

1   19.   A method for transmitting media information over a network comprising the

2 steps of:

3   generating a handle at a first location where the handle includes an identifier

4 for a media object and a reference to a technical-support source;

5   transmitting the handle from the first location to a second location through the

6 network;

1   transmitting the handle from the second location to a server through the

2   network;

3   at the second location, receiving from the server the media object identified by

4   the handle;

5   optionally, displaying the media object at the second location when the media

6   object contains a visual portion;

7   optionally, producing audio corresponding to the media object at the second

8   location when the media object contains an audio portion;

9   establishing access to the technical-support-source according to the reference

10   in the handle; and

11   optionally, downloading technical-support-information from the technical-

12   support-source to the second location.

1   20.   The method as in claim 19, further comprising the step of:

2   updating the technical-support-information previously downloaded from the

3   technical-support-source.